

**2009 DRAFTING REQUEST****Bill**Received: **02/17/2009**Received By: **mkunkel**Wanted: **As time permits**

Identical to LRB:

For: **Julie Lassa (608) 266-3123**By/Representing: **Danielle Wilson**This file may be shown to any legislator: **NO**Drafter: **mkunkel**

May Contact:

Addl. Drafters:

Subject: **Higher Education - UW System**Extra Copies: **PG**Submit via email: **YES**Requester's email: **Sen.Lassa@legis.wisconsin.gov**

Carbon copy (CC:) to:

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**Pre Topic:**

No specific pre topic given

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**Topic:**

Career conversation pilot program by UW-Madison Center on Education and Work

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**Instructions:**

See attached

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**Drafting History:**

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?							
/1	mkunkel 02/20/2009	nnatzke 02/20/2009	phenry 02/20/2009	_____	sbasford 02/20/2009	sbasford 03/13/2009	

FE Sent For:

&lt;END&gt;

**26**

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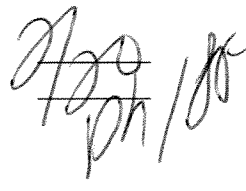
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/?	mkunkel	1 nwn 2/20					

FE Sent For:

<END>

2160

**Kunkel, Mark**

**From:** Wilson, Danielle  
**Sent:** Thursday, January 29, 2009 2:53 PM  
**To:** Kunkel, Mark  
**Subject:** Drafting request

Hi Mark,

Senator Lassa would like to draft a bill that directs the University of Wisconsin-Madison Center on Education and Work Wisconsin Careers to create and implement a pilot program named "Career Conversations" that provides students in grades seven through twelve direct access to individuals working in Wisconsin. Through a webcam, teachers and counselors will be able to have live conversations via webcam with an individual working in Wisconsin from his or her office. The conversations could be broadcast to an individual or classroom, and have the option to be recorded and stored on sites for future viewing by any interested party, such as parents.

**Program Parameters must include, but are not limited to, the following:**

July 1 2012  
 sunset  
 deadline

- This pilot program must be implemented between October 31, 2009 – May 15, 2010 and evaluated for continuation and/or expansion.
- The program should allow teachers and classrooms to be able to benefit by relating coursework to "real life" situations.
- Wisconsin Careers is responsible for scheduling the conversations between the classrooms and business.
- The conversations will have up to six online connections, but can be viewed unlimited times after the conversation has occurred on multiple websites.
- A webcam will be provided to schools and businesses on a loan basis for the purpose of the conversation and expected to be returned to Wisconsin Careers within one week of the completed conversation. If the participating business or school has a compatible webcam, it may be used.
- The school classes that employees would be targeted to speak to will be:
  - Math
  - Science
  - Agricultural Education
  - Technology Education/Information Technology
- The industries and suggested occupations to be featured in conversations will be selected by Wisconsin Careers from occupations most "in demand" in Wisconsin, including but limited to those reported in *Wisconsin Jobs 2016*.
- Participating schools would be required to report the names and email (email optional) of the participants to Wisconsin Careers. The teacher or counselor will need to review the individual students' plans of study within one month of the conversation. If the student does not have a pre-existing plan of study, a plan can be created to qualify.
- Wisconsin Careers will use the names of the individuals to track the number of unique individuals the program reaches. The names will also be provided to understand:
  - The numbers of students participating that had a plan of study previous to the program.
  - Of the students who have a plan of study, how many plans change post conversation.
- Participating teachers will agree to:
  - Notify parents/community of the conversation. (Promotion materials provided by Wisconsin Careers)
  - Facilitate a classroom discussion to develop questions for the speaker based upon the

discussion guide provided by Wisconsin Careers. (discussion guide provided by Wisconsin Careers)

- Administer a pre- and post-survey to the students. (provided by Wisconsin Careers)
- Completing and submitting the summary sheet which includes: (form provided by Wisconsin Careers)
  - Number of classroom participants
  - Satisfaction with program
  - Short summarization of class discussion after the career conversation
  - Number of changes in plans of study
- A pre- and post- test will be provided to the students and the business to understand if this career promotion strategy will be effective. Both quantitative and qualitative data will be collected to determine if this activity should be continued and expanded.
  - Qualitative Data
    - The individuals who participate in the conversations would be given a pre-test before the conversation to assess the perception of opportunities to work in Wisconsin. After the conversation is finished, a post-evaluation would be administered to understand if perceptions have changed. Within one month of the conversation, the plan of study is to be reviewed by the student and teacher/parent/counselor.
    - When the plan of study has been re-filed, a short survey will be given to the student to understand if the career conversation had any effect on their secondary or post secondary decisions.
  - Quantitative Data
    - All participating teachers would be required to submit a class roster listing the students' names who participated for the purpose of knowing the unique users of the program. Email addresses are optional.
- Success and continuation of this program will be determined based upon:
  - A minimum of 20 conversations taking place.
  - A minimum of 10 Wisconsin businesses involvement.
  - A minimum of 1875 unique participants.
  - A minimum of 25 schools.
  - Participants have an increased awareness of opportunities available to work in Wisconsin. (post survey results)
  - Increase in participation of classes that lead to careers in high demand. (Plan of study reflect change or continuation)
  - Satisfied teachers (post teacher survey)
  - The number of views of the posted videos
  - The number of views from the Wisconsin Careers website
- Program results must be shared with Department of Public Instruction, Department of Workforce Development, Department of Commerce and both legislative houses' economic development committees.
- Wisconsin Careers must promote Career Conversations to gain school participants and business participants and a plan to gain parent and community awareness.
- Teachers are required to notify parents and the community either prior or after the conversation. This can be done through email, posting on the school website, flier, newsletter or any existing method that parents and community members are currently receiving information about school activities. Example materials must be provided to the teacher.
- Wisconsin Careers must develop selection criteria to determine how teachers/counselors and their respective classrooms will be chosen to participate in this pilot program.

Thank you for your assistance. If you have any questions regarding this request, please feel free to contact me.

**Danielle Wilson**  
Office of Senator Julie Lassa  
P.O. Box 7882  
Madison, WI 53707-7882  
(608) 266-3123  
[danielle.wilson@legis.wisconsin.gov](mailto:danielle.wilson@legis.wisconsin.gov)



2 - 20 - 09  
State of Wisconsin  
2009 - 2010 LEGISLATURE

LRB-2160/1

MDK: | : ...

nwn

Q - NOTE

Soon

## 2009 BILL

SAV  
x-ref ✓

Gen.

- 1 AN ACT ...; relating to: requiring the Center on Education and Work at the  
2 University of Wisconsin-Madison to establish a career conversations program. ✓

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### *Analysis by the Legislative Reference Bureau*

to 15 > This bill requires the Center on Education and Work at the University of Wisconsin-Madison (center) to establish a program for students enrolled in grades 7 through 12 to engage in webcam conversations about careers with individuals in this state who have careers in math, science, agricultural education, technology education, or information technology. The bill requires the center to develop criteria for choosing the classrooms that may participate in the program during a pilot period ending on May 10, 2010. ✓ The program must do the following: 1) select individuals for conversations who have careers that are in the greatest demand in this state; ✓ 2) use student discussion guides to facilitate the conversations; ✓ and 3) allow for recording the conversations for future viewing. ✓ The program must also include requirements for the following: 1) promoting participation in the conversations among students, parents, and the business community; ✓ 2) measuring student participation in the conversations; ✓ 3) notifying parents and the business community after conversations take place; ✓ and 4) tracking the study plans of students who participate in the conversations. ✓

The bill also requires the center to evaluate the effectiveness of the program during the pilot period in promoting careers in math, science, agricultural education, technology education, and information technology. ✓ If the center determines that the program has been effective in promoting such careers, the bill allows the center to continue the program after the pilot period, and to allow participation by additional

**BILL**

classrooms. In addition, the center must submit a report on the program to the legislature, the Department of Public Instruction, the Department of Workforce Development, and the Department of Commerce.

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*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

**SECTION 1.** 36.25 (49) of the statutes is created to read:

**36.25 (49) CAREER CONVERSATIONS PROGRAM.** (a) In this subsection:

1. "Center" means the Center on Education and Work at the University of Wisconsin-Madison.

2. "Pilot period" means the period beginning on the date that the program is established and May 15, 2010.

3. "Program" means the program established under par. (b).

(b) The center shall establish a program for students enrolled in grades 7 through 12 to engage in webcam conversations about careers with individuals in this state who have careers in math, science, agricultural education, technology education, or information technology. The center shall develop criteria for choosing the classrooms that may participate in the program during the pilot period. The program shall satisfy all of the following:

1. The program shall select individuals for conversations who have careers that the center determines are in the greatest demand in this state.

2. The program shall use student discussion guides developed by the center to facilitate the conversations.

3. The program shall allow for recording the conversations for future viewing, at schools or over the Internet, by interested parties, including parents of students.



# BILL

4. The program shall include requirements for promoting participation in the conversations among students, parents, and the business community; measuring student participation in the conversations; notifying parents and the business community after conversations take place; and tracking the study plans of students who participate in the conversations.✓

(c) The center shall evaluate the effectiveness of the program during the pilot period in promoting careers in math, science, agricultural education, technology education, and information technology. If, based on the results of the evaluation, the center determines that the program has been effective in promoting such careers, the center may continue the program after the pilot period and may expand the program by allowing participation by additional classrooms. The center shall prepare a report regarding the evaluation and describing whether the center has continued or expanded the program, and submit the report to the appropriate standing committees of the legislature under s. 13.172 (3), the department of public instruction, the department of workforce development, and the department of commerce.

**(END)**

**DRAFTER'S NOTE**  
**FROM THE**  
**LEGISLATIVE REFERENCE BUREAU**

LRB-2160/1dn

MDK: f:....

nwn

Date

Sen. Lassa:

Please note the following about this bill, which is based on the language you provided:

1. Much of the language that you provided seemed to me to be too detailed to include in the statutes. Therefore, I did not include many of the details. However, if you are concerned that the Center on Education and Work (center) will not implement the program pursuant to the details I omitted, and you feel that it is important for the center to comply with those details, let me know and I will revise the bill.
2. Do you want to appropriate any funds for the program, or will existing appropriations be sufficient?
3. Do you want to include a deadline for the center's submission of the report required under proposed s. 36.25 (49) (c)?
4. Note that under the current legislative schedule, it is possible that this bill might not pass until April 2010. Therefore, depending on the timing of the bill's passage, you may need to revise or amend the May 15, 2010 ending date for the pilot period.

Mark D. Kunkel  
Senior Legislative Attorney  
Phone: (608) 266-0131  
E-mail: mark.kunkel@legis.wisconsin.gov

**DRAFTER'S NOTE  
FROM THE  
LEGISLATIVE REFERENCE BUREAU**

LRB-2160/1dn  
MDK:nwn:ph

February 20, 2009

Sen. Lassa:

Please note the following about this bill, which is based on the language you provided:

1. Much of the language that you provided seemed to me to be too detailed to include in the statutes. Therefore, I did not include many of the details. However, if you are concerned that the Center on Education and Work (center) will not implement the program pursuant to the details I omitted, and you feel that it is important for the center to comply with those details, let me know and I will revise the bill.
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Mark D. Kunkel  
Senior Legislative Attorney  
Phone: (608) 266-0131  
E-mail: [mark.kunkel@legis.wisconsin.gov](mailto:mark.kunkel@legis.wisconsin.gov)

**Basford, Sarah**

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**From:** Wilson, Danielle

**Sent:** Friday, March 13, 2009 8:52 AM

**To:** LRB.Legal

**Subject:** Draft Review: LRB 09-2160/1 Topic: Career conversation pilot program by UW-Madison Center on Education and Work

Please Jacket LRB 09-2160/1 for the SENATE.

03/13/2009